

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Claims 1-3 (Canceled)**

#### **Claim 4 (Currently Amended)**

An advertisement presentation system comprising:  
a network;  
a server connected to the network; and  
user side equipment for presenting advertisements to a user while transferring data with said server via said network; and  
a personal history information storage section for storing personal history information regarding a user of said user side equipment, wherein  
said personal history information comprises:  
~~purchasing history; or~~  
reply history information for questions.

#### **Claim 5 (Currently Amended)**

An advertisement presentation system comprising:  
a network;  
a server connected to the network;  
user side equipment for presenting advertisements to a user while transferring data with said server via said network; and  
a selection section for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein  
said personal history information comprises:  
~~purchasing history;~~  
~~advertisement access history; or~~  
reply history information for questions.

**Claim 6 (Currently Amended)**

An advertisement presentation system according to claim 4, wherein ~~characterized in that~~ said personal history information contains ~~the content or type of data transferred by the user,~~ advertisements presented to the user, or the user's personal characteristics information which comprises at least one of name, age, gender, address, occupation, family structure of the user.

**Claim 7 (Currently Amended)**

An advertisement presentation system according to claim 4, further comprising:  
a network;  
a server ~~connected to the network;~~ and  
user side equipment for presenting advertisements to a user while transferring data with said server via said network; and  
a selection section for selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.

**Claims 8-9 (Canceled)****Claim 10 (Currently Amended)**

An advertisement presentation system according to claim 4 comprising:  
a network;  
a server ~~connected to the network;~~  
user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein:  
said user side equipment downloads data and software required to use this data from said server via said network.

**Claim 11 (Currently Amended)**

An advertisement presentation system according to claim 4 comprising:  
a network;  
a server ~~connected to the network;~~

~~user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein~~

said user side equipment presents the advertisements to the user while uploading data to said server via said network.

**Claim 12 (Currently Amended)**

An advertisement presentation system comprising:

a network;

a server connected to the network;

user side equipment for presenting advertisements constituted from interactive steps including one or a plurality of questions ~~to a user~~ while transferring data with said server via said network; and

an input request section for requesting said user to input responses to the questions ~~information~~ interactively when data is transferred between said server and said user side equipment via said network, and

a response storage section for storing the responses input by said input request section.

**Claim 13 (Original)**

An advertisement presentation system according to claim 12, characterized in that there is provided a response access section for accessing responses stored in said response storage section.

**Claim 14 (Original)**

An advertisement presentation system according to claim 12, characterized in that there is provided a retrieval section for retrieving responses stored in said response storage section.

**Claim 15 (Currently Amended)**

An advertisement presentation system according to claim 12, further comprising:

~~a network;~~

~~a server connected to the network;~~

~~user side equipment for presenting advertisements to a user while transferring data with said server via said network; and~~

a sales execution section for executing sales of products or services to a said user while data is transferred to or from said server via said network.

**Claim 16 (Currently Amended)**

An advertisement presentation system comprising:

a network;

a server connected to the network;

~~user side equipment for presenting advertisements to a user while transferring data with said server via said network; and~~

a processing section for ~~virus checking~~, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

**Claim 17 (Currently Amended)**

An advertisement presentation system comprising:

a network; and

a server connected to the network; and

user side equipment for presenting advertisements to a user while transferring data with said server via said network; wherein

data transfer speed while of downloading is adjusted based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**Claims 18-21 (Canceled)**

**Claim 22 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data; and

third instructions for storing personal history information regarding a user of said user side equipment, wherein

said personal history information comprises reply history information for questions.

#### **Claim 23 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data; and

third instructions for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein said personal history information comprises:

~~purchasing history;~~

~~advertisement access history; or~~

reply history information for questions.

#### **Claim 24 (Currently Amended)**

A computer program product according to claim 23, ~~characterized in that~~ wherein said personal history information contains ~~the content or type of data transferred by the user,~~ advertisements presented to the user, or the user's personal characteristics information which comprises at least one of name, age, gender, address, occupation, family structure of the user.

#### **Claim 25 (Currently Amended)**

A computer program product according to claim 23, wherein ~~in a computer readable medium for presenting advertisements, the computer program product comprising:~~

~~first instructions for transferring data to or from a server via a network;~~

~~second instructions for presenting advertisements on a user side equipment to a user while transferring data; and~~

in the third instructions, for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements is selected based on said personal history information and the environment of said user side equipment.

**Claims 26-27 (Canceled)**

**Claim 28 (Currently Amended)**

A computer program product according to claim 23 further in a computer readable medium for presenting advertisements, the computer program product comprising  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements on a user side equipment to a user while transferring data; and  
third fourth instructions for downloading data and software required to use this data on said user side equipment from said server via said network.

**Claim 29 (Currently Amended)**

A computer program product according to claim 23 further in a computer readable medium for presenting advertisements, the computer program product comprising:  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements on a user side equipment to a user while transferring data; and  
third fourth instructions for presenting the advertisements to the user on said user side equipment while uploading data to said server via said network.

**Claim 30 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:  
first instructions for transferring data to or from a server via a network;  
second instructions for presenting advertisements constituted from interactive steps including one or a plurality of questions, on said a side equipment to a user while transferring data; and

third instructions for requesting said user to input ~~information~~ responses to the questions interactively when data is transferred between said server and said user side equipment via said network; and

fourth instructions for storing responses input by said input request section.

**Claim 31 (Previously Presented)**

The computer program product according to claim 30 further comprising:  
fifth instructions for accessing responses stored in said response storage section.

**Claim 32 (Previously Presented)**

The computer program product according to claim 30 further comprising:  
fifth instructions for retrieving responses stored in said response storage section.

**Claim 33 (Currently Amended)**

A computer program product according to claim 30 further in a computer readable medium for presenting advertisements, the computer program product comprising:

~~first instructions for transferring data to or from a server via a network;~~

~~second instructions for presenting advertisements on a user side equipment to a user while transferring data;~~

~~third instructions for requesting said user to input information interactively when data is transferred between said server and said user side equipment via said network; and~~

fourth instructions for executing sales of products or services to said user while data is transferred to or from said server via said network.

**Claim 34 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions ~~virus checking~~, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

**Claim 35 (Currently Amended)**

A computer program product in a computer readable medium for presenting advertisements, the computer program product comprising:

first instructions for transferring data to or from a server via a network;

second instructions for presenting advertisements on a user side equipment to a user while transferring data;

third instructions for adjusting data transfer speed while downloading based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**Claim 36 (Previously Presented)**

The program according to claim 35, further comprising:

fifth instructions for finishing data transfer at the same time as or after presentation of said advertisement is completed.

**Claims 37-39 (Canceled)**

**Claim 40 (Currently Amended)**

A method of presenting advertisements comprising steps of:

a first step for transferring data to or from a server via a network;

a second step for presenting advertisements on a user side equipment to a user while transferring data; and

a third step of storing personal history information regarding a user of said user side equipment, wherein

said personal history information comprises reply history information for questions.

**Claim 41 (Currently Amended)**

A method of presenting advertisements comprising steps of:



a first step for transferring data to or from a server via a network;  
a second step for presenting advertisements on a user side equipment to a user while transferring data; and  
a third step of selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information, wherein said personal history information comprises:  
    ~~purchasing history;~~  
    ~~advertisement access history; or~~  
    reply history information for questions.

**Claim 42 (Currently Amended)**

A method of presenting advertisements according to claim 40 ~~comprising steps of:~~  
~~a first step for transferring data to or from a server via a network;~~  
~~a second step for presenting advertisements on a user side equipment to a user while transferring data,~~ wherein  
    said personal history information contains the content or type of data transferred by the user, advertisements presented to the user, or the user's personal characteristics information.

**Claim 43 (Currently Amended)**

A method of presenting advertisements according to claim 40, further comprising steps of:  
~~a first step for transferring data to or from a server via a network;~~  
a second step for presenting advertisements on a user side equipment to a user while transferring data; and  
a third step of selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment of said user side equipment.

**Claims 44-45 (Canceled)**

**Claim 46 (Currently Amended)**

A method of presenting advertisements according to claim 40, further comprising steps of:

- ~~a first step for transferring data to or from a server via a network;~~
- ~~a second step for presenting advertisements on a user side equipment to a user while transferring data;~~
- a third step of presenting the advertisements to the user on said user side equipment while downloading data from said server via said network; and
- a fourth step of downloading data and software required to use this data from said server on said user side equipment via said network.

**Claim 47 (Currently Amended)**

A method of presenting advertisements according to claim 41, further comprising steps of:

- ~~a first step for transferring data to or from a server via a network;~~
- ~~a second step for presenting advertisements on a user side equipment to a user while transferring data; and~~
- a ~~third~~ fourth step of presenting the advertisements to the user while uploading data to said server via said network.

**Claim 48 (Currently Amended)**

A method of presenting advertisements comprising steps of:

- a first step for transferring data to or from a server via a network;
- a second step for presenting advertisements constituted from interactive steps including one or a plurality of questions, on a user side equipment to a user while transferring data;
- a third step for requesting said user to input ~~information~~ responses to the questions interactively when data is transferred between said server and said user side equipment via said network, and
- a fourth step for storing responses input by said input request section.

**Claim 49 (Previously Presented)**

The method according to claim 48 further comprising a fifth step for accessing responses stored in said response storage section.

**Claim 50 (Previously Presented)**

The method according to claim 48 further comprising a fifth step for retrieving responses stored in said response storage section.

**Claims 51-52 (Canceled)**

**Claim 53 (Currently Amended)**

A method of presenting advertisements comprising steps of:  
a first step for transferring data to or from a server via a network;  
a second step for presenting advertisements on a user side equipment to a user while transferring data; and  
a third step for adjusting data transfer speed while downloading based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network.

**Claim 54 (Previously Presented)**

The method according to claim 53 further comprising a fourth step for finishing data transfer at the same time as or after presentation of said advertisement is completed.